

PHILIP MORRIS
U.S.A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: . Mr. J. E. Wickham✓ Date: March 11, 1976
From: . E. L. Watts
Subject: . Comparison of Market Survey #18 Data of TITL vs. Philip Morris

The tar and nicotine data generated by TITL on Market Survey #18 showed good agreement with similar data published in the Philip Morris C.I. report dated September, 1975 (see Graphs I and II). The overall tar and nicotine averages for the 145 brands tested are shown below:

	Tar, <u>mg/cigt.</u>	Nicotine, <u>mg/cigt.</u>
TITL	17.6	1.14
Philip Morris	17.3	1.14

The 0.3 mg/cigt. difference in tar between Philip Morris and TITL data is the same as reported for Market Survey #17. From the data shown in Table I, the differences between TITL and Philip Morris prior to Market Surveys #17 and #18 were no greater than ± 0.1 mg/cigt. There is no explanation for the slight increase in the average difference between testing locations.

The data in Table II show the differences between tar and nicotine results for the brands tested in increments of 5 mg of tar delivery. For the brands (24) in the 0-15 mg tar range, TITL averaged 0.5 mg/cigt. higher than Philip Morris. In the 16-20 mg tar delivery range (representing 55% of the brands), the difference is only 0.1 mg/cigt., with TITL being higher. For the upper range of tar delivery, TITL averages 0.7 mg/cigt. higher than Philip Morris.

With the present emphasis on low delivery cigarettes, Philip Morris has started testing a low delivery monitor which delivers ~ 8 mg tar per cigarette. Samples of this monitor were sent to TITL for testing in order to compare differences at a low delivery level. The results show TITL to be higher by 0.2 mg/cigt. (8.2 vs. 8.0).

Considering all the data on Test #18, there is close agreement on samples in the 16-20 mg tar range with differences of 0.4-0.8 mg/cigt. for the higher and lower delivery ranges. A comparison of FTC, TITL and Philip Morris data will be issued when the FTC data are available.

ELW:gmm

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